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Robert M. Trueblood

New AICPA President

"As a learned profession, our profession must be responsive but not submissive. It should be conservative but never reactionary. Our profession must be dynamic but it should not be self-assertive."

These were the words spoken by Robert M. Trueblood when he was installed as president of the American Institute of Certified Public Accountants on September 20. His address, "The Urgency of Opportunity," was delivered during the installation luncheon at the 78th annual meeting of the Institute in Dallas, Texas.

The firm is honored that Mr. Trueblood has been so chosen. He is chairman of our Policy Group and National Director of Accounting and Auditing and has been with the firm since its inception in 1947. His election is the culmination of a long and active professional career. Last spring, at the time of his nomination, Mr. Trueblood was a past vice president of the American Institute, a member at large of Council, a member of the Executive Committee, a member of the Accounting Principles Board, and chairman of the Long-Range Objectives Committee. He also served as president of the Pennsylvania Institute of Certified Public Accountants in 1960. As a member of the Illinois Society, he is chairman of the Special Committee on Public Pronouncements.

Mr. Trueblood says that one of the things he has enjoyed most was the time he spent as a Visiting Ford Distinguished Research Professor at the Graduate School of Industrial Administration at the Carnegie Institute of Technology. His outside activities, however, have been varied and many. He is a noted speaker. He is the author of several books and numerous articles on accounting. The Board of Trustees at the University of Minnesota recently honored him by presenting him with the Outstanding Achievement Award. Among other things, he is also a member of the Carnegie Corporation Commission to Study Common Body of Knowledge for Certified Public Accountants.

The first president of the American Institute was elected in 1887. Mr. Trueblood is the 56th president and the second president to be elected from the ranks of Touche, Ross, Bailey & Smart. George Bailey served as president in 1947.

